

Lesson 2.1 The Impact of Marketing

LESSON QUIZ

Directions: For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- T 1. Businesses that use the marketing concept benefit more from marketing than companies that do not.
- T 2. Marketing helps a business satisfy customer wants and needs.
- F 3. While businesses see direct benefits from the use of marketing, individual consumers do not.
- T 4. Marketing skills can be valuable to people who are not directly employed in the field of marketing.
- T 5. Marketing identifies consumer needs that are not satisfied.
- F 6. When the marketing concept is used, the cost of production and product prices increase.
- T 7. Marketing activities are essential for international trade.

Directions: For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- D 8. Marketing includes
 - A. transportation
 - B. promotion
 - C. financing
 - D. all of the above
- C 9. Marketing makes a company more likely to
 - A. spend money
 - B. develop products
 - C. operate efficiently
 - D. all of the above
- C 10. Marketing skills help individuals to
 - A. make dinner
 - B. exercise
 - C. find employment
 - D. follow instructions
- A 11. To encourage international trade, marketing
 - A. identifies new markets for a company's products
 - B. identifies more efficient production methods
 - C. employs workers at lower wage rates
 - D. all of the above

Activity 1 • Opportunities in the Marketing Field

Directions: Look in the employment section of your local newspaper. Identify three positions that require marketing skills. Describe the marketing skills that are required and the responsibilities of the positions.

Answers will vary, but should include specific references to marketing skills and responsibilities listed in the advertisements.

Activity 2 • Naming Rights

Directions: Identify the businesses that named the sports facilities in or near your city. Use the library or Internet to identify the amount of money paid by the businesses. How do you believe the businesses benefit from that investment?

Answers will vary, but should include specific references to businesses, sports facilities, and the amount paid for naming rights. Students may have different views of the benefits to the businesses.

Lesson 2.2 Criticisms of Marketing

LESSON QUIZ

Directions: For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- F 1. The use of marketing always has positive results.
- F 2. Marketing activities, including the use of promotion, cannot actually increase the sales of products and services.
- T 3. The average cost of all marketing activities is about 50 percent of the price of products.
- T 4. Marketing can be used to misrepresent poor products.
- T 5. Marketing has been used effectively to help solve serious social issues.
- T 6. Green marketing consists of marketing activities designed to satisfy customer needs without negatively impacting the environment.
- T 7. A positive contribution of marketing is to be able to transport products in short supply to locations where they are needed.

Directions: For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- D 8. Advertisements may be used to encourage consumers to buy
 - A. a vehicle
 - B. a pickup truck
 - C. a pickup truck made by a specific manufacturer
 - D. all of the above
- B 9. The long-term results of poor marketing can include
 - A. reduced costs
 - B. dissatisfied customers
 - C. less competition
 - D. higher profits
- D 10. Effective marketing results in
 - A. higher prices in the long run
 - B. higher costs and lower profits
 - C. lower sales volume and greater competition
 - D. lower prices of products and services for consumers
- A 11. Social problems
 - A. should be addressed by marketing
 - B. are usually made worse by marketers
 - C. affect only a small part of the population so are not a concern of marketers
 - D. all of the above

Activity 1 • Social Issues

Directions: Identify an issue that can be affected by marketing. Design a poster that could be used in a promotional campaign directed at calling attention to the issue.

Answers will vary, but the poster should contain text and graphics directed at a current social issue.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Activity 2 • Finding Data

Directions: The U.S. Census Bureau maintains demographic data, which it posts on its Internet site at www.census.gov. Use the Internet or library to find answers to the following questions.

What is the population of your city?	<i>Answers will</i>
What is the population of your county?	<i>vary by</i>
What is the average age of the population in your state?	<i>location.</i>
What percentage of the population in your state is male?	
What is the size of the average family in your state?	
What is the size of the average household in your state?	
What percentage of the population in your state graduated from high school?	
What percentage of the population in your state graduated from college?	
How many veterans live in your state?	
What is the second most common language spoken in your state?	
What is the largest industry in your county?	
What is the mean household income in your state?	

Lesson 2.3 Increasing Social Responsibility

LESSON QUIZ

Directions: For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- T 1. Today there is a greater expectation for businesses to be socially responsible and to aid in solving the problems facing society.
- T 2. Social problems often lead to increased government regulation of business or increases in taxes to pay for programs designed to solve the problems.
- F 3. The Better Business Bureau is a business protection organization sponsored by consumer organizations.
- F 4. Consumer organizations encourage others to purchase products from boycotted companies.
- F 5. Organizations and industries often develop a code of ethics to punish dishonest and improper conduct.
- T 6. It is not always easy to agree whether an activity is always ethical or unethical, but people expect ethical business behavior.
- T 7. Improper marketing can cause harm to customers.

Directions: For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- A 8. Organized actions of groups of consumers seeking to increase their influence on business practices is
 - A. consumerism
 - B. social responsibility
 - C. a consumer group
 - D. a social issue
- B 9. Taking personal responsibility for actions is known as
 - A. integrity
 - B. self-regulation
 - C. honesty
 - D. self-control
- C 10. Whether an action is right or wrong should be determined based on
 - A. political decisions
 - B. potential profit
 - C. the effects on the people directly involved or affected by the action
 - D. accountability

Activity 1 • Loss Leaders

Directions: Many grocery stores and supermarkets use “loss leaders” to get consumers into their stores. Loss leaders are popular, regularly purchased items that are sold well below their usual price (examples could include milk, soda pop, and bread). The business people using loss leaders believe that when people come to the store to buy the inexpensive item, they will buy many more items at regular or even higher prices. Consider the practice of using loss leaders. Then prepare two position statements using the following headings.

1. I believe the use of loss leaders is an appropriate business practice because. . .

Answers will vary, but should include specific references to ethics and effects on the business, consumers, and society.

2. I believe the use of loss leaders is a deceptive business practice because. . .

Answers will vary, but should include specific references to ethics and effects on the business, consumers, and society.

Activity 2 • Regulating E-Commerce

Directions: With the growth of e-commerce, there is a growing concern that some e-commerce businesses are not socially responsible and that consumers can be harmed by unethical or inappropriate practices of e-commerce businesses. Use the Internet to identify one example of each of the following types of regulation for e-commerce. Write a short description of the type of business practice that is the focus of the regulation.

1. Government regulation

Answers will vary, but should include a specific example of a state or federal government law or regulation directed at an e-commerce practice.

2. Self regulation

Answers will vary, but should include a specific example of an action by an individual business or business association directed at improving e-commerce practices.

3. Consumer actions

Answers will vary, but should include a specific example of the efforts of consumer groups directed at a problem resulting from the e-commerce practice of a specific business or industry.
